ABSTRACT OF DISCLOSURE

Utilizing a memory of a printer by storing emulation information selected from among a plurality of emulation information stored into a first memory into a predetermined storage area in a second memory and analyzing a type of emulation information of received printing data to determine whether a type of the emulation information stored into the predetermined storage area matches the type of the emulation information analyzed. If the type of the emulation information stored into the predetermined storage area does not match the type of the emulation information analyzed, emulation information of a type matching the type of the emulation information analyzed is retrieved from the first memory and stored into the predetermined storage area. Active emulation information is stored in a predetermined storage area of a second memory, such as a RAM, allowing diversely formatted information to be printed using the active emulation information without increasing memory capacity.